

**THE INVOLVEMENT OF ENTREPRENEURS IN  
MARA TRAINING SCHEME: A CASE STUDY AT  
KOTA BHARU, KELANTAN**

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## LETTER OF TRANSMITTAL

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Dear Sir,  
Submission of Final Project Paper

Enclosed is a report entitled "*The Involvement Of Entrepreneurs In MARA Training Schemes: A Case Study At Kota Bharu, Kelantan.*". The purpose of this study is to identify the profiles of the entrepreneur that is involved in the training schemes and also to clarify the factors that encourage the involvement of the entrepreneurs in the training schemes.

I hope this study will meet the subject requirement. In addition, it will give some benefits to the company concerned.

I would like to express many of thanks for your kindness, guidance and assistance that you had rendered to me for the completion of this project paper.

Thank You.

Yours Sincerely,

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## **ABSTRACT**

The research is done to study the involvement of entrepreneurs in MARA training schemes. It takes place among the entrepreneurs at Kota Bharu area only. The respondent has been selected randomly, which are about 60 people in which the researcher took from MARA internal record.

Researcher had used SPSS program in term of cross tabulation, percentage and also frequency in analyzing the data. Though the data, researcher has identified that majority of the respondents are male. 28.3% have SPM (Sijil Pelajaran Malaysia) as their higher education level. 17 respondents have been involved in business for about 5 to 7 years. 45% of the respondents agree that easy in getting loan is the vital factor that encouraged the entrepreneurs to be involved in business. About 63.3% have their financial assistance from Bank Islam Malaysia Berhad as the major contributor as the loan provider to the entrepreneur, where 20% of the respondents have accepted financial assistance from this financial institution.

In term of MARA training schemes, 83.3% of them agree that they are involved in it. Only 63.3% have also attended other training institutions that offered the same courses as MARA did. 56 respondents agree that there is an increase in sales volume after the respondents have attended the training courses. 100% of them agree that the training program is valuable for them.

About 53 respondents agree on the statement that there is a relation between program and the respondents' business activity. Lastly, the researcher has identified that majority of the respondents that attended the training courses came from entrepreneurs that have least capital invest.